



Dairy and Rural
Development
Foundation



Dairy Project Fact Sheet

Background

Although Pakistan is the third largest milk-producing country in the world, dairy farming practices are old and in need of an overhaul. The dairy sector operates mostly in the informal economy and nearly 97 per cent of the milk comes from smallholder dairy producers, with only two to three animals. The average milk yield per animal in Pakistan is very low. However, the overall contribution of the livestock sector to the national GDP is approximately 11 percent, making it the most significant agriculture subsector for the national economy, with great potential for growth and poverty alleviation.

Intervention

USAID-DRDF Dairy Project is designed to foster sustainable increase in best dairy practices, breed improvement; availability of timely extension services and promotion of the livestock business in rural communities in the project's targeted areas (mainly South Punjab). This has brought noticeable socio-economic change in the lives of project-trained men and women, impacting over 50,000 rural households, yielding increased animal productivity, higher incomes and better livelihood.

Project Components

The Dairy Project's five main components are:

- **Farm Upgradation and Bio-gas Units**
- **Training and Support for Dairy Farmer**
- **Training and Support for Artificial Insemination Technicians (AITs)**
- **Training and Support for Women Livestock Extension Workers (WLEWs)**
- **Mass Awareness Campaign**

Components	Overall Project Targets (2011-2016)	Income Target Per Month
WLEW	7,000	\$20, (PKR 2000)
AIT	2,445	\$30 (PKR 3000)
Dairy Farmers	48,600	10% increase in dairy income relative to baseline
Farm Managers/ Commercial Farmers	500	
Farm Upgradation	100	

Implementing Organization	Donor Agency	Geographic Focus
Dairy and Rural Development Foundation (DRDF)	United States Agency for International Development (USAID)	Main focus on Punjab

Time Frame	Beneficiaries
(July 2011 – October 2016)	Rural population connected to dairy and livestock sector

Achievements

The Dairy Project has successfully completed its five-year targets and has helped over 50,000 rural households by generating increased income, employment opportunities and most importantly contributing greater investment to the dairy sector. Thereby, the Dairy Project has emerged as a sustainable model which will benefit generations of dairy farmers equipped with modern skills, access to quality extension services and affordable farm inputs.

The achievements scored over last five years are as under:

- Trained over 48,277 dairy farmers, 73 percent of whom have adopted at least three best dairy farming practices leading to 17 percent increase in average milk yield. Furthermore, the Dairy Project has trained 518 farm managers and



commercial farmers who are earning up to PKR 25,000 to 40,000 (\$250-400) per month on an average. Upgraded 118 local dairy farms, these upgraded farms are facilitating local farmers to adopt best dairy farm practices for improved milk yield and increased income.

- 512 silage shows have been conducted in districts of South Punjab with more,



than 42,090 farmers in attendance. The project has also conducted 2,920 farmer help camps, where approximately 100,000 animals received treatments for various ailments.

- Trained 2,450 unemployed rural youth as certified Artificial Insemination Technicians (AITs) earning PKR 12,012 (\$115 approx.) per month. These AITs are now providing breed improvement services to farmers spread over 20,000 villages in Punjab with a conception rate of 60 per cent; The project also made an impact in provinces other than Punjab, mainly Gilgit-Baltistan, Baluchistan, Sindh and Khyber Pakhtunkhwa (KPK)/FATA. Furthermore, a consistent supply of semen and gas is established for maintaining a reliable availability of breeding products to these AITs. Moreover, 2113 motorbikes

have been awarded to the AITs to help them commute easily to provide timely insemination services

- Trained 7,055 rural women in basic animal husbandry and livestock management services to dairy farmers in more than 4,000 villages, who are earning PKR 2,138 (\$20) on an average per month.
- Over 9,000 new jobs have been created for young unemployed rural youth, who are now providing efficient and timely services to the rural farming community across Pakistan with main focus in Punjab. This has brought subtle



socio-economic change in the lives of trained men and women.

- Around three million dairy household and public-private stake holders spread across Pakistan, mainly focusing south Punjab, have benefited from the Dairy Project's awareness campaigns.
- Created awareness on best dairy farm practices and transformed livelihoods



through power of persuasion using traditional and non-traditional media formats.

- As part of the Dairy Project's vision to enhance rural incomes, the Dairy Project has constructed a pilot 50 cubic meter bio-gas unit for Ghousia Cooperative Society in District Vehari. The installation of the biogas plant has given multiple benefits including generation of electricity to power milk chiller but also use bio slurry to fertilize community fields. Furthermore, Dairy Project in partnership with the Punjab Livestock and Dairy Development Department (L&DD) has built the first commercial grade 375m3 biogas plant at Bahadarnagar Farm, Okara. This biogas plant will serve as a business model for future biogas projects in Punjab and a demonstration site for renewable energy investors, local communities and businesses.